

WHAT IS CLAIMED IS:

1. A method for providing data for a digital audio broadcast comprising the steps of:
  - (a) selecting content for the broadcast;
  - (b) selling advertising time for content selected;
  - (c) creating data for content selected and advertising time sold;
  - (d) aggregating content and advertising data together;
  - (e) transferring aggregated content and data to a remote sight; and
  - (f) incorporating transferred aggregate into digital audio broadcast.
2. The method of claim 1, wherein a user has the ability to track the selection of content, advertising time sold, and creation of advertising data.
3. The method of claim 1, further comprising the step of receiving consumer response to aggregate content and advertisement.
4. The method of claim 1, wherein the selecting of content is accomplished using web-based software.
5. The method of claim 1, wherein the selling of advertising time is accomplished using web-based software.
6. The method of claim 1, wherein the selling of creating of data for ad time sold is accomplished using web-based software.
7. The method of claim 2, wherein the tracking of selection of content, advertising time sold and the creation of content are accomplished using web-based software.
8. The method of claim 1, wherein the content for the broadcast is visual in nature.

9. The method of claim 1, wherein the content for the broadcast is auditory in nature.
10. The method of claim 1, wherein the ad data is visual in nature.
11. The method of claim 1, wherein the ad data is auditory in nature.
12. The method of claim 1, wherein step (a) is conducted in a data repository.
13. The method of claim 1, wherein step (b) is conducted in a data repository.
14. The method of claim 1, wherein step (c) is conducted in a data repository.
15. The method of claim 1, wherein step (d) is conducted in a data repository.
16. The method of claim 1, wherein step (e) is conducted on a data network.
17. The method of claim 1, wherein step (f) is conducted by an Internet appliance.
18. The method of claim 1, wherein step (a) further includes the steps of:
  - (1) selecting the time at which the content will be broadcast;
  - (2) selecting the length of time the content will be broadcast,
  - (3) selecting the frequency of broadcast,
  - (4) selecting if the content will correspond to a particular audio portion of the digital audio broadcast;
  - (5) selecting the location of the content on a receiving device;

(6) selecting the specific station from which the content will broadcast;  
and

(7) selecting the starting and ending dates for conducting the above steps.

19. The method of claim 1, wherein step (b) further includes the steps of:

- (1) selecting the criteria for advertisement;
- (2) selecting the time at which the content will be broadcast;
- (3) selecting the length of time the content will be broadcast;
- (4) selecting the frequency of broadcast;
- (5) selecting if the content will correspond to a particular audio portion of the digital audio broadcast;
- (6) selecting the location of the content on a receiving device;
- (7) selecting the specific station from which the content will broadcast;
- (8) selecting the unit price or cost for broadcasting data; and
- (9) selecting the starting and ending dates for the above.

20. The method of claim 1, wherein step (c) further comprises the steps of:

- (1) viewing the parameters from steps (a) and (b);
- (2) uploading or downloading data for creation; and
- (3) complying with standards for IBOC digital audio broadcast.

21. The method of claim 1, further including the step of dynamically monitoring the audio broadcast portion of the digital audio broadcast by an Internet appliance.

22. The method of claim 1, wherein step (e) is accomplished using standardized XML schema for data packaging.

23. The method of claim 1, wherein step (e) is accomplished using HTTP/SSL communication.

24. A system for providing data for a digital audio broadcast having a central server where the data for the digital broadcast is compiled, a data network for transferring the compiled data, and an Internet appliance connected to both the central server and the data network, for receiving the transferred data and incorporating the data into the digital audio broadcast.

25. The system of claim 24, wherein a user has the ability to track the selection of content, advertising time sold, and creation of advertising data.

26. The system of claim 24, further comprising data storage for receiving consumer responses to aggregate content and advertisements.

27. The system method of claim 24, wherein the selection of content is accomplished using web-based software.

28. The system of claim 24, wherein the selling of advertising time is accomplished using web-based software.

29. The system of claim 24, wherein the selling of creating of data for ad time sold is accomplished using web-based software.

30. The system of claim 25, wherein the tracking of selection of content, advertising time sold and the creation of content are accomplished using web-based software.

31. The system of claim 24, wherein the content for the broadcast is visual in nature.

32. The system of claim 24, wherein the content for the broadcast is auditory in nature.

33. The system of claim 24, wherein the advertising data is visual in nature.

34. The system of claim 24, wherein the advertising data is auditory in nature.

35. The system of claim 24, further including software and/or hardware for:

- (1) selecting the time at which the content will be broadcast;
- (2) selecting the length of time the content will be broadcast,
- (3) selecting the frequency of the broadcast,
- (4) selecting if the content will correspond to a particular audio portion of the digital audio broadcast;
- (5) selecting the location of the content on a receiving device;
- (6) selecting the specific station from which the content will broadcast;

and

- (7) selecting the starting and ending dates for conducting the above steps.

36. The system of claim 24, further including software and/or hardware for:

- (1) selecting the criteria for advertisement;
- (2) selecting the time at which the content will be broadcast;
- (3) selecting the length of time the content will be broadcast;
- (4) selecting the frequency of broadcast;
- (5) selecting if the content will correspond to an audio portion of the digital audio broadcast;
- (6) selecting the location of content on receiving device;
- (7) selecting the specific station from which it will broadcast;
- (8) selecting the unit price or cost for broadcasting data; and
- (9) selecting the starting and ending dates for the above.

37. The system of claim 24, further including software and/or hardware for:

- (1) viewing the parameters from steps (a) and (b);
- (2) uploading or downloading data for creation; and

- (3) complying with standards for IBOC digital audio broadcast.

38. The system of claim 24, further comprising an Internet appliance comprising software and/or hardware for dynamically monitoring the audio broadcast portion of the digital audio broadcast.

39. A system for providing data for on a digital broadcast comprising the steps of:

- (a) providing a central server;
- (b) providing an Internet appliance;
- (c) providing a data network connecting the central server and the Internet appliance;
- (d) providing a device for taking orders for advertisements on broadcast on the central server;
- (e) providing a device for creating data for broadcast on the central server;
- (f) providing a device for aggregating data on the central server for transfer to the Internet appliance;  
transferring aggregated data over data network;
- (g) providing a device for receiving data transferred over data network on the Internet appliance; and
- (h) providing a device for incorporating received data into an IBOC digital broadcast using the Internet appliance.

40. The system of claim 39, wherein a user has the ability to track the selection of content, advertising time sold, and creation of advertising data.

41. The system of claim 39, further data storage for receiving consumer response to aggregate content and advertisement.

42. The system method of claim 39, wherein the selection of content is accomplished using web-based software.

43. The system of claim 39, wherein the selling of advertising time is accomplished using web-based software.

44. The system of claim 39, wherein the selling of creating of data for ad time sold is accomplished using web-based software.

45. The system of claim 39, wherein the tracking of selection of content, advertising time sold and the creation of content are accomplished using web-based software.

46. The system of claim 39, wherein the content for the broadcast is visual in nature.

47. The system of claim 39, wherein the content for the broadcast is auditory in nature.

48. The system of claim 39, wherein the advertising data is visual in nature.

49. The system of claim 39, wherein the advertising data is auditory in nature.

50. The system of claim 39, further including software and/or hardware for:

- (1) selecting the time at which the content will be broadcast;
- (2) selecting the length of time the content will be broadcast;
- (3) selecting the frequency of the broadcast;
- (4) selecting if the content will correspond to a particular audio portion of the digital audio broadcast;
- (5) selecting the location of the content on a receiving device;
- (6) selecting the specific station from which the content will broadcast;

and

- (7) selecting the starting and ending dates for conducting the above

steps.

51. The system of claim 39, further including software and/or hardware for:

- (1) selecting the criteria for advertisement;
- (2) selecting the time at which the content will be broadcast;
- (3) selecting the length of time the content will be broadcast;
- (4) selecting the frequency of the broadcast;
- (5) selecting if the content will correspond to a particular audio portion of the digital audio broadcast;
- (6) selecting the location of the content on a receiving device;
- (7) selecting the specific station from which the content will broadcast;
- (8) selecting the unit price or cost for broadcasting data; and
- (9) selecting the starting and ending dates for conducting the above steps.

52. The system of claim 39, further including software and/or hardware for:

- (1) viewing the parameters from steps (a) and (b);
- (2) uploading or downloading data for creation; and
- (3) complying with standards for IBOC digital audio broadcast.

53. The system of claim 39, further comprising software and/or hardware for dynamically monitoring the audio broadcast portion of the digital audio broadcast via an Internet appliance.

54. A system for providing data on an in-band, on-channel (IBOC) FM digital audio broadcast comprising:

(a) hardware and/or software under control of a client system and providing:

- (1) means for requesting content;



- (2) means for requesting advertising;
- (3) means for creating data; and
- (4) means for monitoring the requests and data creation;

(b) hardware and/or software under control of a central server system and providing:

- (1) means for receiving requests;
- (2) means for storing data;
- (3) means for aggregating data for transfer;

(c) hardware and/or software under control of an Internet appliance in communication with parts (a) and (b) defined above, and further providing:

- (1) means for receiving transferred aggregate data; and
- (2) means for dynamically incorporating data into the IBOC

broadcast.

55. The system of claim 54, wherein the user has the ability to track the selection of content, advertising time sold, and creation of advertising data.

56. The system of claim 54, further comprising data storage for receiving consumer responses to aggregate content and advertisements.

57. The system of claim 54, wherein the means for selection of content comprises web-based software.

58. The system of claim 54, wherein the means for the selling of advertising time comprises web-based software.

59. The system of claim 54, wherein the means for the selling of creating of data for ad time sold comprises web-based software.

60. The system of claim 54, wherein the means for tracking of selection of content, advertising time sold and the creation of content comprise web-based software.

61. The system of claim 54, wherein the content for the broadcast is visual in nature.

62. The system of claim 54, wherein the content for the broadcast is auditory in nature.

63. The system of claim 54, wherein the advertising data is visual in nature.

64. The system of claim 54, wherein the advertising data is auditory in nature.

65. The system of claim 54, further including software and/or hardware for:

- (1) selecting the time at which the content will be broadcast;
- (2) selecting the length of time the content will be broadcast;
- (3) selecting the frequency of the broadcast;
- (4) selecting if the content will correspond to a particular audio portion of the digital audio broadcast;
- (5) selecting the location of the content on a receiving device;
- (6) selecting the specific station from which the content will broadcast;

and

- (7) selecting the starting and ending dates for conducting the above steps.

66. The system of claim 54, further including software and/or hardware for:

- (1) selecting the criteria for advertisement;
- (2) selecting the time at which the content will be broadcast;
- (3) selecting the length of time the content will be broadcast;
- (4) selecting the frequency of the broadcast;
- (5) selecting if the content will correspond to a particular audio portion of the digital audio broadcast;
- (6) selecting the location of the content on a receiving device;
- (7) selecting the specific station from which the content will broadcast;
- (8) selecting the unit price or cost for broadcasting data; and
- (9) selecting the starting and ending dates for conducting the above steps.

67. The system of claim 54, further including software and/or hardware for:

- (1) viewing the parameters from steps (a) and (b);
- (2) uploading or downloading data for creation; and
- (3) complying with standards for IBOC digital audio broadcast.

68. The system of claim 54, further comprising software and/or hardware for dynamically monitoring the audio broadcast portion of the digital audio broadcast.

69. A system for conducting datacast advertisement strategic placement, in which market research data and selection software cooperate to enable a user to efficiently and effectively target specific demographic audiences with their datacast advertisements within an integrated network of datacasters.

70. A process by which the Internet appliance calculates opportunistic commercial avails and opportunistic non-commercial avails for the purposes of inserting appropriate datacast elements into the datacast, said process comprising the steps of:

- (a) dynamically monitoring of the audio broadcast by the Internet

- appliance;
- (b) calculating the presence of one or more opportunistic commercial avails and one or more opportunistic non-commercial avails; and
- (c) inserting appropriate datacast elements into the datacast based upon said calculations.

71. A method for the processing of transactions between the datacast consumer and the data displayed or heard on an IBOC receiver device, said method comprising the following steps:

- (1) maintaining inventory codes that can be applied to and later identify all transactionable datacast elements;
- (2) defining actions that can be performed for all transactionable datacast elements;
- (3) assigning actions to every transactionable datacast element;
- (4) providing a transaction gateway that listens for a consumer's transaction request from any return path;
- (5) providing one or more transaction engines that perform the appropriate action for that datacast element and confirms completion of the action for the consumer; and
- (6) providing a consumer-centric commerce web site where consumers can setup accounts, gathering all necessary information for the completion of the transaction.